

MOTION BY SUPERVISOR ZEV YAROSLAVSKY

August 21, 2012

The J.C. Penney Company was incorporated in 1913 and opened a store in the City of San Fernando in the year 1920. For the next 92 years, J.C. Penney was the only department store serving the diverse communities of the northeast San Fernando Valley, providing local families with clothing, footwear, furniture, jewelry, beauty products, electronics, housewares and much more. In addition, the store served as an anchor for San Fernando's downtown, attracting shoppers to its large facility who also patronized the smaller shops and restaurants nearby. Unfortunately, on July 28, 2012, the company closed its San Fernando store, thus inconveniencing area residents and denying them the opportunity to invest their dollars close to home, while creating unacceptable challenges for the City of San Fernando, costing local residents jobs, and abandoning a key opportunity for the company's future growth.

The Los Angeles Economic Development Corporation (LAEDC) is already working with other business and community leaders to save this store. The Los Angeles County Board of Supervisors should join this effort and respectfully urge J.C. Penney in the strongest possible terms to reconsider its decision to close its doors in the City of San Fernando. The Board of Supervisors should also offer whatever service

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MOLINA _____

RIDLEY-THOMAS _____

KNABE _____

ANTONOVICH _____

YAROSLAVSKY _____

may be of help to J.C. Penney, its landlord, and City leaders to ensure that staying in San Fernando will be an economically beneficial decision for J.C. Penney, and for all the people of San Fernando and the northeast San Fernando Valley.

I, THEREFORE, MOVE that the Board of Supervisors send a 5-signature letter to J.C. Penney CEO Ron Johnson thanking his company for its years of service to the Los Angeles region, urging him to keep the company's historically significant store in the City of San Fernando, and offering any assistance that may be appropriate to help ensure that keeping J.C. Penney's San Fernando location in place will be an economically sound decision for the company, for the City of San Fernando, and for the entire San Fernando Valley; and

I FURTHER MOVE that the LAEDC be requested to continue its efforts on behalf of the people of San Fernando in their campaign to reopen this store.

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